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CENTRAL FAX CENTER

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 10/820,979
Applicant(s) : Endler, et al.
Filed : 4/7/2004
TC/A.U. : 2179
Examiner : Theriault, Steven

Docket No. : 81490
Customer No. : 37123
Confirmation No. : 9035

I hereby certify that this
paper is being transmitted
to the Patent and
Trademark Office via
facsimile to 571-273-8300
on this date 12/15/
2006.

Thomas F. Lebens
Registration No. 38,221
Attorney for Applicant(s)

**POWER OF ATTORNEY AND
DECLARATION UNDER 37 CFR 3.73(b)**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby appoint the following customer number and attorney(s)/agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Customer No 37123

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Furthermore, Assignees SONY CORPORATION, a Japanese corporation, and SONY ELECTRONICS INC., a Delaware corporation, state that they are the assignees of the entire right, title, and interest in the patent application/patent identified above by virtue of an assignment from the inventor(s) of the patent application/patent identified above.

10/820,979

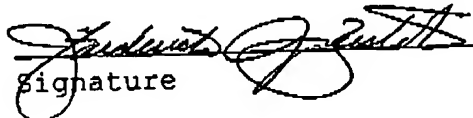
Page 2

The assignment was recorded in the United States Patent and Trademark Office at Reel/Frame 016911/0322, a copy thereof is attached.

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Dec. 6, 2006
Date

Frederick J. Zustak, Esq.
Typed or printed name


Signature

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CENTRAL FAX CENTER Attorney Docket No.: Sony-07000

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned, Sean Christopher Endler of San Francisco, CA; Joseph Steven Herres of Seattle, WA; and Ippei Tambata of San Francisco, CA (hereafter "ASSIGNORS"), hereby sell, assign, and transfer to Sony Corporation, a Japanese corporation with offices at 7-35 Kitashinagawa 6-Chome, Shinagawa-Ku, Tokyo, Japan and Sony Electronics Inc. a Delaware corporation with offices at 1 Sony Drive, Park Ridge, New Jersey 07656. (hereafter "ASSIGNEES") and ASSIGNORS' successors, assigns, and legal representatives: ASSIGNORS' entire right, title, and interest in and to the invention entitled "METHODS AND APPARATUSES FOR VIEWING CHOICES AND MAKING SELECTIONS" invented by ASSIGNORS,

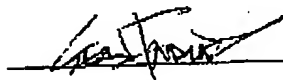
(a) the application for United States patent therefor,
X filed on 4/07/04 with serial number 10/820,979,
 executed by ASSIGNORS on _____

(b) any patent or reissues of any patent that may be granted thereon;

(c) any applications which are continuations, continuations-in-part, substitutes, or divisions of said application.

ASSIGNORS request and authorize the Commissioner of Patent and Trademarks to issue any resulting patent(s) from said applications to ASSIGNEES.

ASSIGNORS hereby further sell, assign, and transfer to ASSIGNEES, ASSIGNORS' entire right, title, and interest in and to said invention in each and every country foreign to the United States; and ASSIGNORS further convey to ASSIGNEES all priority rights resulting from the above-identified application for United States patent. ASSIGNORS agree to execute all papers, give any required testimony, and perform other lawful acts, at ASSIGNEES' expense, as ASSIGNEES may require to enable ASSIGNEES to perfect ASSIGNEES' interest in any resulting patent of the United States and countries foreign thereto, and to acquire, hold, enforce, convey, and uphold the validity of said patent and reissues and extensions thereof, and ASSIGNEES' interest therein.



Dated: June 15, 2006

Sean Christopher Endler

STATE OF _____
 COUNTY OF _____

On this _____ day of _____, in the year of _____, before me,
 _____ Notary Public, personally appeared the above-named assignors, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that his/her/their signature(s) on the instrument, the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

Notary Public

